CANADIAN MOVING PICTURE
# DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTY-FIRST YEAR OF PUBLICATION 1915-1956

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

VOL. 48, NO. 8 | Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED | FEBRUARY 18, 1956

# Stein, New Prexy Can. Pioneers

By JAY L. SMITH

The enthusiasm with which Canadian exhibitors are taking to the Academy Award Project augurs well for the success of the plan, as being put into operation under the direction of the Public Relations Committee of the Motion Picture Industry Council. Circuit and independent exhibitors alike are reported from all parts of the country to be anxious to participate in a scheme which can give Motion Pictures as a whole, the biggest boost we have had in years. And the beauty of it all is, that this may only be the beginning. If the Industry sees beneficial results from this plan, we are certain to see renewed efforts all down the line, to stimulate interest in theatre attendance at local levels as well as on a national scale.

**Lots of changes scheduled for 20th Century-Fox in the U.S., with Al Lichtman reported stepping down as Vice-President in Charge of Sales, to try his hand at production once again, and with Darryl F. Zanuck handing over the production chief reins to his executive assistant, Buddy Adler. Zanuck is reported in the American trades to feel that the tax bite on his salary as Vice-President in Charge of Production makes it uneconomical for him to continue in that post, whereas a set-up of independent production for release through Fox will earn him much more, net. W. C. "Bill" Gehring is in line for the General Sales Manager post, which will be welcome news to his many Canadian friends.**

An executive change is also reported at United Artists, where Bernard Kranze has just resigned as General Sales Manager to join the Cinerama organization. Kranze is being succeeded by James R.

(*Continued on Page 2*)

## Bolstad Named Vice-President At First Meeting Of '56 Board

**Toronto:** At the first meeting of the 1956 Board of Directors of the Canadian Picture Pioneers, the following officers were elected: President, Morris Stein; Vice-President, R. W. Bolstad; Secretary-Treasurer, Tom Daley.

Committees appointed were: Membership, Charles Dentlebeck; Sick and Welfare, Harold Pfaff; Publicity, Clare Appel. Other committee chairmen are to be named later. David Ongley continues as legal adviser.

New directors on the 1956 Board are: Frank Fisher, Archie

(*See STEIN Page 5*)

## Novak & Lone Ranger On PA's In Canada

**Toronto:** A wave of PA's by Hollywood and British stars will hit Toronto and Montreal in the next few weeks, launching what is hoped will become a steady diet of box-office boosting by the distri-

(*See NOVAK Page 2*)

**UJA FILM GROUP DINNER**
**THURS., FEB. 16**
**6 P.M.**
**BENNY'S RESTAURANT**
**CHAIRMAN: PETER MYERS**

## WB Meeting Discusses Plans For Next 13 Top Features

**New York:** Following on the heels of the triumphant around-the-world launching of Warner Bros.' "Helen of Troy" in 141 cities in over 50 countries, Ben Kalmenson, the company's vice-president in charge of distribution, called a two-day sales conference of home office distribution executives and district managers at the home office. The Warner product from now until the end of the 1955-'56

(*See WARNER BROS. Page 2*)

## Wpg. Famous Players Hold Get-together

**Winnipeg:** On Sunday, February 5th, the combined staffs, and their families, of all Famous Players theatres in Winnipeg, met at the Metropolitan Theatre for a Famous Players Family Get-Together. A tape-recording of

(*See FAMOUS Page 5*)

## Skouras Drive Week Set By 20th-Fox

**New York:** "Spyros P. Skouras Appreciation Week," honoring the president of 20th Century-Fox for his dedication and leadership in improving motion picture entertainment, has been set for the

( *See SKOURAS Page 3*)

## Oklahoma

**Windsor:** Advertising is being used in the daily newspapers of Western Ontario for the Detroit engagement of "Oklahoma!" in the

(*See "OKLAHOMA" Page 5*)

## Odeon Sets 24 Co-ops

**Toronto:** A full page co-op ad, developed by Odeon's Advertising Department, for the JARO film "Value for Money," starring the beautiful Diana Dors, and currently showing in Toronto at the Hyland-Christie Theatres, appear-

(*See CO-OP PAGES Page 5*)

## Film Censorship

**Toronto:** The Financial Post two weeks ago took issue with a statement on censorship made by a Manitoba cabinet official. The Post's comments was the lead editorial and actually its second editorial this month on censorship.

(*See CENSORSHIP Page 2*)

## Oscar Contest Pace Maintained Hamilton, Calgary & Regina In

**Toronto:** The "Oscar" Contest developed by Charlie Chaplin's Public Relations Committee has been grabbed up by most exhibitors, from one end of the country to the other. With every passing day, additional cities are reporting to Chaplin that the theatres in their localities have joined together in this industry-wide promotion.

As we go to press, word has been received from Montreal that the Montreal Gazette has agreed to sponsor the contest and that the

(*See OSCAR CONTEST Page 3*)

## Dunham Dance Group

**Toronto:** Ted Forsyth, Odeon's assistant general manager, announced last week-end the signing of the Katherine Dunham Dance Company for a series of appearances on Odeon stages, as

(*See DUNHAM Page 5*)

**86 TORONTO THEATRES IN "OSCAR" CONTEST**

## On the Beam

*(Continued from Page 1)*

Velde, formerly Western Division Sales Manager for the company.

**A number of filmites attended the wedding Saturday of Jim Hardiman, Odeon Advertising and Publicity Director, to the very lovely Anna Lisa Hutig. Among those we noticed were Chris Salmon, Odeon Executive V-P, Frank Vaughan, Ralph Dale, Archie Laurie, Leonard Bernstein, Wannie Tyers, Guy Upjohn, Don McHugh, Bill Forman, and several others. Ushers were Jim's right and left bowers, Ron Leonard and Charley Mason.**

There was a record turnout Sunday evening at Loew's Uptown for the Press Preview of Empire-Universal's "The Benny Goodman Story," co-starring Steve Allen and Donna Reed. Judging by the applause, and the comments we heard, Universal has another "Glenn Miller Story" at hand. The picture opens in Toronto shortly at both Loew's Uptown and Downtown Theatres, day-and-date, a new departure for our town.

**According to present indications, Toronto will be loaded to the hilt with musicals, comes Easter. Present schedule calls for 20th-Fox's "Carousel" at the Imperial, Paramount's "Anything Goes" at Shea's, and MGM's "I'll Cry Tomorrow' at the two Loew's houses. Odeon will probably open with the UA spectacular, "Alexander the Great."**

## NOVAK

*(Continued from Page 1)*

buting companies up here.

The parade will start with Kim Novak, Columbia's answer to the doldrums, and co-star with William Holden in "Picnic," followed by the visit of the Lone Ranger, currently seen in WB's film version of the radio and TV star's program.

Near the end of the month UA will have a towering 7 foot, 8 inch giant, as well as Barry Jones and Rosemary Ames visit Montreal and Toronto to publicize "Alexander the Great". The beginning of March will see Yana, British TV star and Trevor Howard, in Toronto for the North American premiere of Columbia's "Cockleshell Heroes," at the Odeon Toronto.

Upcoming visits in work are the possible appearance of Gordon MacRae, star of Fox's "Carousel," and some time in June the PA of Rank starlet Jean Carson, who has made such a hit on U.S. TV in recent months.

## CENSORSHIP

*(Continued from Page 1)*

"One of the many dangers of censorship lies in the way it perverts the mental processes of the censor. Some of the most wildly illogical arguments ever presented seem to come from censors and those who appoint them.

For example, Manitoba's Minister of Public Utilities, who appoints the province's film censors, told a Winnipeg audience recently that he didn't think people connected with the dramatic arts should be appointed to the censor board; that they represented a special view, not the view of the average citizen and would be inclined to look at the film with a dramatic or artistic eye rather than with the eye of the general public.

"If this notion were carried to its logical conclusion, doctors would become ineligible to sit on medical boards, and lawyers unfit to be magistrates. The notion that special competence in a field disqualifies a judge is a little far-fetched.

"Manitoba's censors never have to justify their actions, since no one is allowed to know what (if anything) has been cut from a film, or why the cuts have been made. The Minister defends that policy on the ground that the members of the censor board and appeal board ought not to be exposed to criticism and contumely for doing a public service. This seems rather hard on the present censors, since it assumes that the public would be critical of what is now going on in Manitoba. Its most serious implication, though, is that citizens have no right to know what is being done on their behalf by their public officials. This is a dangerous assumption. Even the Income Tax department — which has good reasons for operating as discreetly as possible — doesn't attempt to evade the responsibility to justify and explain decisions that affect the general public.

"Once again carrying the notion to its logical conclusion, presumably Manitoba's legislature should conduct its debates in secret so that MLAs would not suffer criticism as a result of their public service.

### WPG. "SHOW OF THE WEEK"

**Winnipeg:** Famous Players had their first "Show of the Week" on Monday - Wednesday, February 6 - 8, when they played "Pete Kelly's Blues" and "The McConnell Story" day and date in the Tivoli, Osborne and Uptown Theatres, Winnipeg.

## WARNER BROS.

*(Continued from Page 1)*

season highlighted the discussions. Haskell Masters, WB's Canadian general manager, participated in the discussions.

In the course of the meeting, Mr. Kalmenson discussed the important distribution and merchandising plans for the company's forthcoming pictures. The far-reaching promotion campaigns in the fields of advertising, publicity and exploitation on a nationwide and even global scale that are already under way to supplement these important releases were detailed by Mort Blumenstock, vice-president in charge of advertising and publicity.

The motion pictures discussed at the meeting included the following:

"Serenade," WarnerColor, starring Mario Lanza, and Joan Fontaine. This production has been selected as the Easter attraction at New York's Radio City Music Hall.

George Stevens' production of Edna Ferber's "Giant," WarnerColor, starring Elizabeth Taylor, Rock Hudson and the late James Dean.

"The Spirit of St. Louis," CinemaScope-WarnerColor, a Leland Hayward production starring James Stewart in the filmization of the Pulitzer Prize-winning book by Charles A. Lindbergh, directed by Billy Wilder.

"Goodbye, My Lady," starring Walter Brennan, Brandon de Wilde and Phil Harris, a Batjac production directed by William A. Wellman.

"The Searchers," a C. V. Whitney production in Technicolor and VistaVision starring John Wayne, directed by John Ford from the screenplay by Frank S. Nugent.

"The River Changes," starring Italian beauty Rossana Rory and Harald Maresch.

John Huston's production of Herman Melville's "Moby Dick," starring Gregory Peck, and directed by Huston.

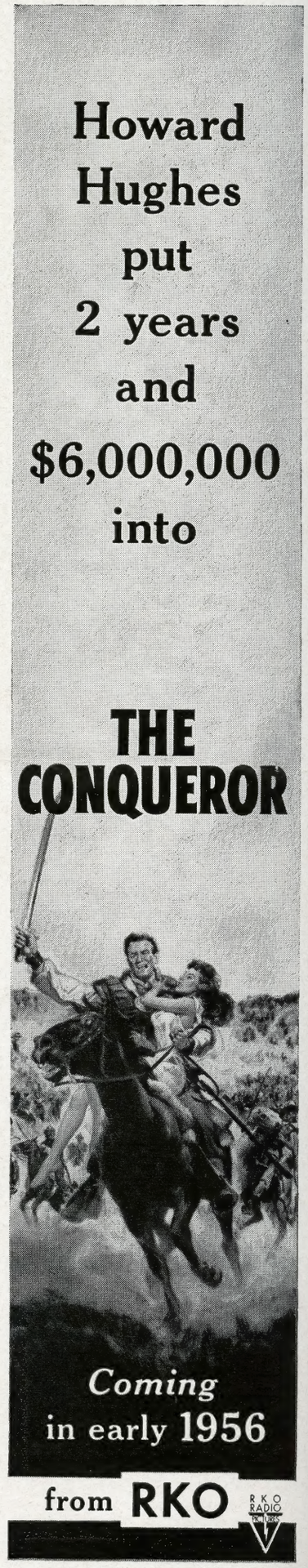
"Miracle in the Rain," a stirring drama of faith, starring Jane Wyman and Van Johnson.

"Santiago," Technicolor, starring Alan Ladd, Rossana Podesta and Lloyd Nolan.

"The Animal World," Technicolor, thrilling story of the fabulous two billion year history of the animal kindom, produced by Irwin Allen.

"The Steel Jungle," starring Perry Lopez, Beverly Garland and Walter Abel.

"Our Miss Brooks," starring Eve Arden in a feature-length production.

## OSCAR CONTEST

*(Continued from Page 1)*

top prize is an Oldsmobile Holiday Coupe. In Ottawa where the Digest reported last week the formation of a committee, Don Watts reports that the top prize will be a trip to Hollywood.

From Winnipeg, where the exhibitors' association has taken an active role, it is reported that many of the smaller towns in the province are participating including Flin Flon, where the local paper, the Daily Reminder, has agreed to co-sponsor.

In Calgary, the exhibitors have banded together, and report that the Calgary Herald has agreed to co-sponsor and provide a trip to Hollywood as the main prize. The Hamilton committee reported last week, have allowed no grass to grow under their feet and report that the Hamilton Spectator is co-sponsoring and that there is a good possibility that Frigidaire will supply all the prizes. In addition, reports have come in from Regina, Collingwood, Peterboro, etc., confirming participation in this first industry-wide promotion project.

A revised entry form has been completed and sent out to all situations participating in the plan. Exhibitors in Ontario who wish to benefit from the rock bottom price for entry forms obtained by the Toronto committee because of the quantity ordered, need only drop a line or call the Digest, and we will arrange for them to be printed and shipped to your theatre.

## "Jumping For Joy"

**London:** Pinewood Studios' new comedy, "Jumping for Joy" starring Stanley Holloway and Frankie Howerd was trade shown in London, England, on February 1st and was greeted enthusiastically.


**MR. EXHIBITOR!!**

We sell and distribute locally, on an exclusive basis, the approved advertising trailers (40 to 60 seconds in colour) for many leading Canadian advertisers.

**For CONSISTENT Extra Revenue in 1956**

Write - Phone - Wire

**ADFILMS LIMITED**

77 York St. TORONTO EM. 8-8986

13319-124th Avenue EDMONTON 8-2508

QUEBEC CITY 3-5755


## Across the Country

### Toronto

*Arch H. Jolley was feeling so good that he accepted an invitation to speak ahead of his previously arranged schedule by addressing the Kiwanis Club of Ingersoll, Ont., on Thursday, Feb. 9. His commitment with the Rotary Club at Woodstock on Feb. 20 still stands, to be followed by others.*

• • •

*Fred Jackson, veteran manager of Loew's Theatre, London, staged a special advance screening of "Ransom" at the theatre for the police Chiefs and other law enforcement officers in Western Ontario.*

• • •

*Allen Ford, manager of the Palace Theatre, Hamilton, is busy. He is president of the Hamilton Theatre Managers Association which is preparing for another benefit performance for Variety Village and the Westhaven School for Retarded Children at Hamilton. Apart from this project Ford had a two-day engagement Feb. 2-3 of the touring company, The Hot From Harlem Revue and has also arranged for a concert recital Mar. 21, the featured artist being Glenn Gould, pianist.*

### Ottawa

*Exodus of National Film Board personnel to their new headquarters in Montreal is now under way. Most of the 500 or so employees of the Board will make the trek to the Canadian metropolis with their families, although it is reported some 30 office workers have quit their jobs for personal and other reasons.*

• • •

*Under the new Foto-nite setup for Ottawa and area, the jackpot will remain at the top value of $4,000 until a winner is declared. Making up the total is a 1956 Dodge motorcar valued at $2,500, $1,000 in merchandise from Jack Snow's Credit Jewelry store and $500 in groceries from an IGA Food Market. Foto-Nite is held every Monday, Tuesday and Wednesday at the Centre, Linden, Eastview, Francais, Mayfair and Somerset theatres.*

### Winnipeg

*The Elm Theatre, Winnipeg, changed hands on Jan. 12th, when new owner N. Kasian took over from J. Karas.*

• • •

*Visitors to Winnipeg included Romeo LaBarge, Leoville, Sask., Garnet Wright, Keewatin, Ont., Walter Johannason, Pine Falls, Man., D. Girouard, Somerset, Man., Nic Kapel, Melville, Sask., Joe Kowbel, Canora Sask.*

• • •

*Lou Miles Manager of the Grand Theatre, Winnipeg, is recuperating at St. Boniface Hospital, after an emergency operation on Saturday, February 4th.*

• • •

*Miss Joyce Crocket of Famous Players Maintenance Department, and Mr. Albert Pelligrini of Theatre Confections, were married on Saturday, February 11th, at St. Alphonsus Church. Congratulations.*

• • •

*Speedy recovery wishes to Mrs. Hurwitz, wife of Harry Hurwitz, of Odeon-Morton Theatres. Mrs. Hurwitz underwent surgery at the General Hospital on Thursday, February 2nd.*

### Vancouver

*Cupar Theatre, Cupar, Sask., closed as of Jan. 28th, for an indefinite period. Lake Lenore Theatre, Lake Lenore, Sask., has closed until Spring.*

• • •

*Daylight saving time will be observed in British Columbia this year between April 29 and Sept. 29 in spite of the objections from farmers and theatre folks.*

• • •

*Roy Dederer is building an 815-seater at Medicine Hat, Alberta. J. F. Hawk of Edmonton is constructing a 485-seat house at Egerton, in the Edmonton area of Alberta.*

## SKOURAS

*(Continued from Page 1)*

week ending March 31 by the film company's United States and Canadian sales organization, it was announced. In Canada, Peter Myers, Canadian general manager, will head the salute to the company's chief.

The salute to the film executive, the driving force behind the world-wide launching of CinemaScope in 1953 with "The Robe" and the introduction of CinemaScope 55 this year with Rodgers & Hammerstein's "Carousel," has been timed to coincide with his birthday, a double tribute.

Programming of a 20th Century-Fox picture in every theatre of the United States and Canada during that pre-Easter week has been set as goal and leading exhibitors, representing theatres of every type and size, will be invited to participate in the Skouras fete.

Sparking the tribute from the home office are Al Lichtman, director of distribution; W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Alex Harrison, Western sales manager; C. Glenn Norris, Eastern sales manager, and Lem Jones, short subjects sales manager.

## Amusement Tax

**Winnipeg:** Reverend Fredricksson, of the Glenboro Chamber of Commerce, Glenboro, Man., Gordon McPhail, Palace Theatre, Carberry, Man., and Ernie Hayne, Tivoli Theatre, Pilot Mound, Man., met with Premier D. Campbell of the Manitoba government on Wednesday, February 8th, to discuss reduction of the Amusement Tax.


**FOR SALE**

**YES! 10,000 LATE MODEL USED or RE-CONDITIONED**

**THEATRE CHAIRS**

ALSO NEW BRITISH-LUXURY CHAIRS AVAILABLE

SPRING EDGE STEEL BOTTOM SEAT CUSHIONS AND FULLY UPHOLSTERED BACKS—SPRING BACK TYPES ALSO.

CARPETING, ASPHALT, RUBBER, VINYL TILES AND LINOLEUM

**We are Factory Agents At Bargain Prices**

Drop us a line — we will give you photographs and full information.

**"LA SALLE"**

**RECREATIONS LTD.**

**Theatre Chairs, Carpet, Linoleum and Tile Division**

**945 GRANVILLE ST. MA. 5034**

**VANCOUVER 2, B.C.**


**THE CANADIAN MOVING PICTURE DIGEST, Authorized as Second Class Mail, Post Office Department, Ottawa. Jay L. Smith, Editor-in-Chief; Max Chic, Assoc. Editor. Correspondents: Bruce Peacock, Regina; Libby Bookhalter, Winnipeg; Jack Droy, Vancouver; Will McLaughlin, Ottawa; Bill Press, Toronto; Helen Crawley, St. John. Address all mail to Publisher, Canadian Moving Picture Digest Company, Ltd., 21 Dundas Square, Toronto. Telephone: EMpire 8-8696. Cable: Raydigest. Est. 1915. Publication weekly. Subscription: $5.00 yearly.**

## Chatter... That Could Matter!

By MAX CHIC

Welcome home to **J. J. Fitzgibbons** . . . hear he is in for a short visit . . . understand that the plans for **Paramount's** remodelling of its head-office here all set with a probable start of early March . . . the "Littlest Outlaw", the next one for the **Towne Cinema** . . . know where managers can get the sensational illusion, "Girl in the Gold Fish Bowl". . . it actually uses a live girl and would create a sensation in any lobby.

The total saving to BC exhibitors as a result of the tax reduction will be about $500,000 not $4,300,000 as reported . . . the entire tax paid by exhibs in '54 in BC was $1,721,185 . . . **JARO** did okay **TV** wise last week with **Bob Hope's Show** featuring **Diana Dors** while the **CBS Morning Show** last Friday ran clips of "Lady-killers".

Interviewed **Mel Torme,** up at **Odeon** last week and he sure is our kind of guy . . . he loves movies and during his weeks' stay in Toronto saw about 8 features including three of **JARO's** . . . he actually saw 32 films one week in Detroit

CLYDE GILMOUR AND MEL TORME.

and travelled while in Australia over 35 miles to see "Wages of Fear". . . in love with British pictures he stated, "Rank comes up consistently with the best". . . he is now trying to get back into films.

The first issue of **Dan Krendal's National Ballyhoo** out, with this first copy augering well for the future . . . like the slogan on the masthead, **"Serve, Save, Sell and Profit With Showmanship"** . . . a plan in work by **George Altman** for a benefit scheme for **Variety.**

A suggestion for this year's **Canadian Film Awards** would be to honor **Win Barron, Paramount's** Canadian newsreel voice and editor on his tenth anniversary, for bringing the world's news to our doorsteps and Canadian news to the rest of the world . . . the **WOMPI's** Valentine Dance a big success with over 250 in attendance.

## CO-OP PAGES

*(Continued from Page 1)*

ed on opening day opposite the theatre page in the Toronto Globe & Mail.

In addition to Toronto, the page has already been set up in 23 situations across Canada by local Odeon managers. The managers and the cities follow:

R. Elliott, Odeon, Mission; Bob Hubbard, Century, Oakville; Wilf LaRose, Palace, St. Kitts; Len McGuire, Odeon, Port Arthur; Don Gauld, Odeon, Fort William; Jack Boddam, Palace, Galt; Lyn Martin, Odeon, Sarnia; Bob Harvey, Capitol, Niagara Falls; Steve Allen, Odeon, Haney; Jim Cholmes, Odeon, Ottawa; Tom Boudreau, Odeon, Abbotsford; Ralph Connor, Odeon, Trail; Len Keen, Odeon, Ladysmith; Lorne Moore, Odeon, North Bay; Constance Smythe, Odeon, Duncan; George Spratley, Odeon, Guelph; George Sheppard, Odeon, Peterboro; Wannie Tyers, Hyland, Hamilton; Greg Jones, Capitol, Moncton; W. Dickinson, Hyland, London; W. Britt, Roxy, Newmarket; Elliott Brown, Odeon, Victoria; and Doug King, Strand, Saint John.

## STEIN

*(Continued from Page 1)*

Laurie, Frank Vaughan and Rube Bolstad. Directors re-elected at the Annual Meeting in January were: Clare Appel, Charles Dentlebeck, Harold Pfaff, George Oullahan, Dan Krendel, Morris Stein and Tom Daley.

In taking over the office President-elect Stein expressed the hope that he would be able to continue the growth and inspire the enthusiasm within the Canadian Picture Pioneers as did his predecessor, while at the same time streamlining and expanding the activities of the organization.

## Widmark For UA

**New York:** Richard Widmark today made his debut as an independent producer by signing a contract under which his newly-formed Heath Productions, Inc., will make two films for United Artists release, it was announced by Arthur B. Krim, President of United Artists.

First of the two movies will be "The Seven File," a novel of suspense by William McGivern, soon to be published by Dodd, Mead & Co. The yarn will first appear in print in Cosmopolitan magazine this spring.


# JUST

## 3 ADMISSIONS A DAY PAY FOR MAGNETIC SOUND

- **It's as economical as that to equip any theatre sound system with Magnetic sound to play the new composite magnetic-optical prints.**
- **Furthermore, the parts supplied for the conversion include the famous Westrex Magnetic Sound Head. It is capable of reproducing full stereophonic sound after the necessary additional amplifiers and loudspeakers are installed.**
- **Maintenance Costs are low because only the wearable gaps on the Magnetic pick-ups need be replaced.**

**For complete details call your nearest D.S.E.L. office**

**DOMINION SOUND Equipments Limited**

*HEAD OFFICE: 4040 St. Catherine Street West, Montreal.*
*BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Calgary, Edmonton, Vancouver.*


## DUNHAM

*(Continued from Page 1)*

part of the continuing testing of live shows.

The policy, previously tested in Hamilton, St. Kitts, Kingston, will have its first trial in Toronto with the company booked into the Humber, Toronto, for three days this week. The current feature, "The Woman for Joe," will continue to be shown as usual.

The Dunham troupe appeared on CBLT/TV on Sunday night and the follow-up engagement at the Humber will be watched closely by Odeon executives as a guide for future policy. If proven successful, the format of a TV show, followed by a theatrical booking could result in an additional source for the Odeon stage show policy.

In addition to Toronto, the Dunham group will perform at the Palace, Hamilton, and at the Odeon house in St. Kitts.

## FAMOUS

*(Continued from Page 1)*

Mike Simon's speech was played, then refreshments were served in the mezzanine.

This was followed by an advance screening of "Anything Goes." The Get-Together, believed to be the first one in Canada, proved highly successful, and departing guests were heard to enquire as to when the next one would be held.

## "OKLAHOMA"

*(Continued from Page 1)*

Todd-AO process which is scheduled to open Feb. 21. Cinerama at the Music Hall in Detroit has been making a similar bid for patronage on the Canadian side for months. Incidentally, according to a Detroit intimation, Toronto is to have "Oklahoma!" in Todd-AO in due course but the theatre for what is called the first Canadian installation of the process is not named.

## Summerville Heads Civil Defence Cttee.

**Toronto:** Ald. Don Summerville, manager of the Prince of Wales Theatre, has been appointed chairman of the Metropolitan Toronto Civil Defence Committee which supervises an organization of 6,000 people, under a budget of $264,000. In his election campaign late last year, Summerville criticized defence measures in the Toronto area.

THE SCREEN'S BLONDE BOMBSHELL!...

# DIANA DORS

VALUE for MONEY

*in Technicolor!*

*featuring*

JOHN GREGSON
DIANA DORS
SUSAN STEPHEN
DEREK FARR

A RANK ORGANIZATION PRESENTATION

VISTAVISION

Another smash hit from

# JARFD

J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LIMITED

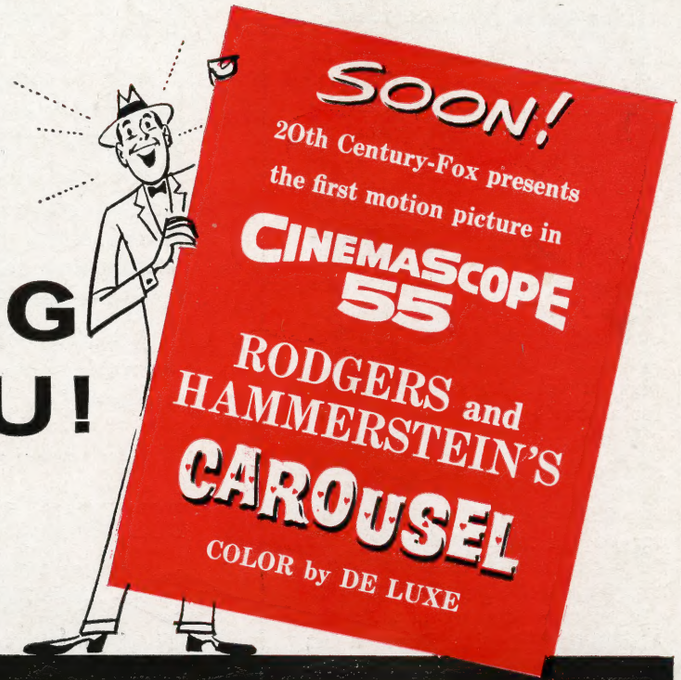
# NEXT WEEK

# CINEMASCOPE* 55

## DEMONSTRATES IN THE FOLLOWING CITIES:

| | | | |
|---|---|---|---|
| **Feb. 24** | **VANCOUVER**<br>CAPITOL<br>9:30 A.M. | **March 2** | **WINNIPEG**<br>CAPITOL<br>9:30 A.M. |
| **Feb. 27** | **CALGARY**<br>CAPITOL<br>10:00 A.M. | **March 5** | **MONTREAL**<br>PALACE<br>9:30 A.M. |
| **Feb. 29** | **REGINA**<br>CAPITOL<br>9:30 A.M. | **March 7** | **ST. JOHN**<br>PARAMOUNT<br>10:30 A.M. |

## BE SURE TO ATTEND THE SHOWING NEAREST YOU!




* *Projection in 35mm Prints • No Changes Required in the Booth of Theatres Equipped for Stereophonic Sound*